

IHG's LARGEST, FASTEST GROWING BRAND



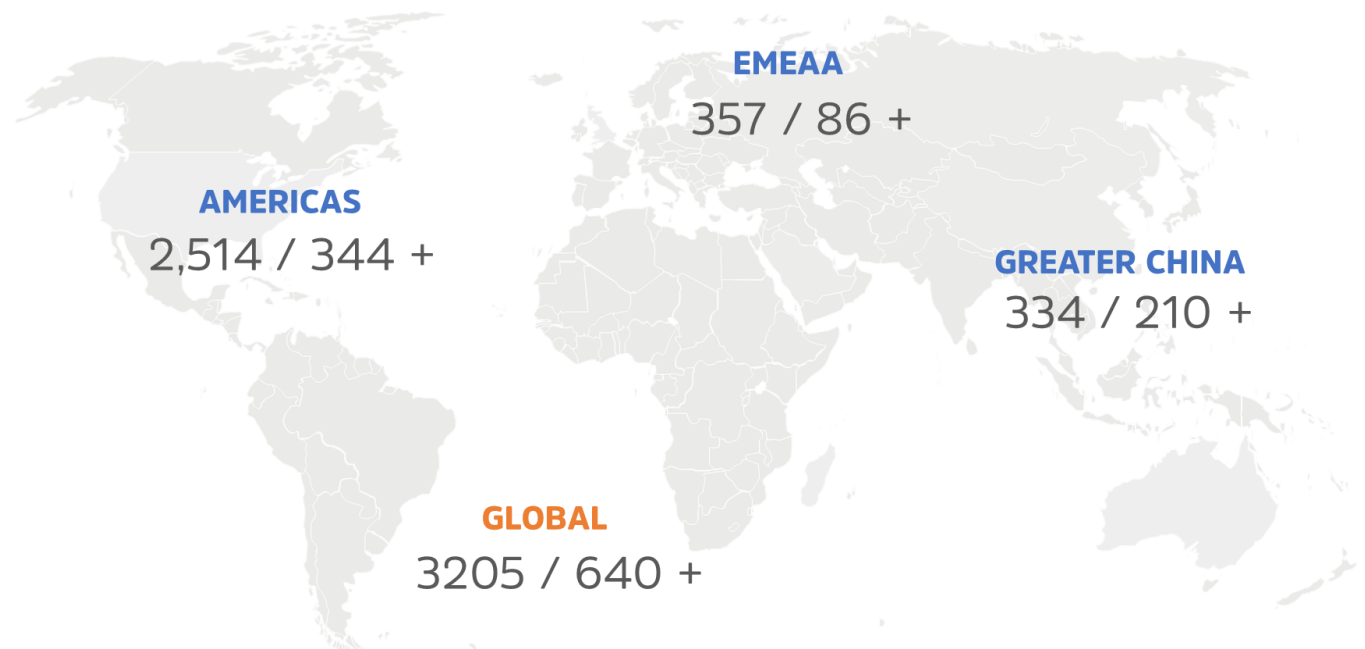
With over 3,000 hotels open globally, **Holiday Inn Express®** has become one of the largest and fastest growing brands in hospitality—and with new hotels opening each week, there are plenty of doors still to open.

F Voted as a Customer Experience All Star, *Forbes* (2024)

USA TODAY Voted Best Budget-Friendly Hotel Brand *USA Today* (2024)

N Voted America's Best of the Best, *Newsweek* (2024)

Hotels Globally	Rooms Globally	Americas Open	Americas Pipeline
3,205 +	340,010 +	2,514 +	344 +



*as of Sept 30, 2024

PART OF IHG's GLOBAL ENTERPRISE

- **Strong Brand Portfolio** – 19 diverse hotel brands including global icons, luxury leaders, innovative concepts and design-led boutiques, all underpinned by our purpose to provide *True Hospitality for Good*.
- **Expansive Global Footprint** – 959, 173 open rooms in 6,460 hotels globally and an additional 330,101 rooms in 2,230 hotels in global pipeline.
- **IHG® One Rewards** – one of the world's largest hotel loyalty programs with over 115+ million enrolled members gives members unparalleled choice and flexibility.
- **Best-in-Class Systems and Technology** – including industry-leading sales and revenue management and optimized booking channels
- **People First** – fostering an award-winning, respectful culture, building genuine and profitable partnerships with owners, and enriching the communities in which we live and work.



AN IHG HOTEL

THE POWERHOUSE BRAND

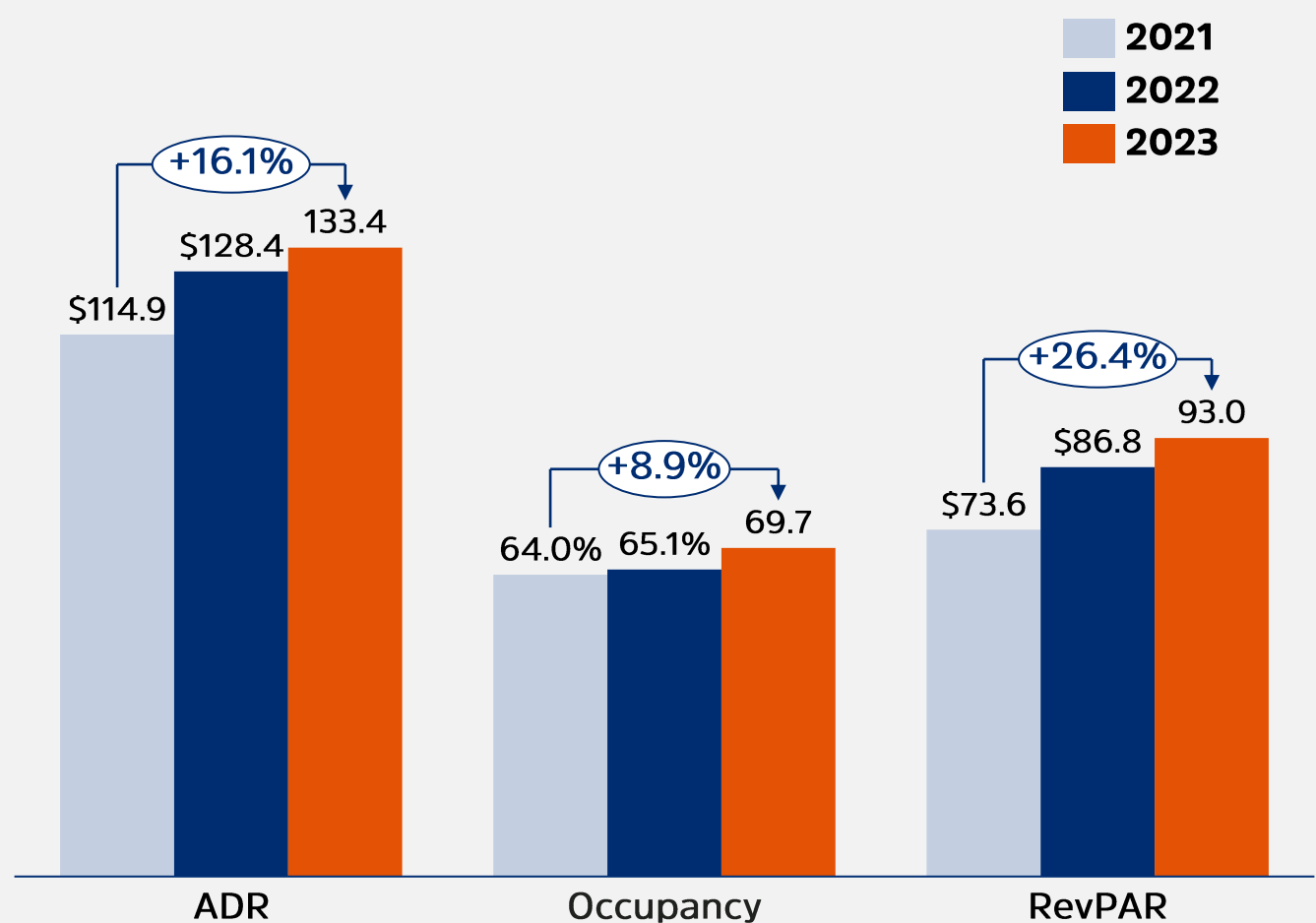


Holiday Inn Express® is IHG's largest and fastest growing brand with over 3,000 hotels in desirable locations worldwide. Driving 40% of IHG's revenue, our brand is known as the powerhouse of the company.

With its smart and efficient design and lean staffing model, it is a great investment choice for owners.

- **Efficient build & operating model.** Public spaces designed to encourage guest interaction
- **Modern, intelligent design** value engineered to give guests everything they need with low investment costs
- **Breakfast included.** Express Start breakfast is included, giving excellent guest value
- **IHG One Rewards.** One of the world's largest loyalty programs with 115m+ members

COMMERCIAL GROWTH



Source: Holiday Inn Express 2023 Full Disclosure Documents (US)

COMPETITIVE SET

Fairfield Inn & Suites by Marriott
Hampton Inn & Suites by Hilton
La Quinta Inn & Suites by Wyndham
Comfort Inn Hotels by Choice Hotels

BRAND PERFORMANCE Full-Year 2023

Average Occupancy
69.7%

Average ADR
\$133.40

Average RevPAR
\$93.01

Average IHG One Rewards Contribution
53.9%

ENABLING REAL, HUMAN CONNECTION



OUR BRAND PROPOSITION SIMPLE, SMART TRAVEL

Easy, efficient and engaging. We are committed to keeping our guests on the go and offer more than expected in the areas that matter most. We bring this vision to life through 4 guiding principles:

- **Frictionless** – Always keeping our guests in their flow and in control.
- **Transparent** – Consistent and uncomplicated experience.
- **Considered** – Thoughtfully designed with guests in mind.
- **Value- Rich** – Offering more value.

GUEST SATISFACTION INDEX

103.62

R12M July 2023



"I liked all the lights, as well as the room design with lots of counter space to unload our suitcases".



"I loved the design of the hotel, the variety of the breakfast, and the rooms were nice and bed comfortable"



"Rooms were clean and property and rooms have been well thought out and designed to enhance a travellers stay".

Source: Global GSI Dashboard, Medallia 12M July 2023

TARGET GUEST THE SMART TRAVELLER

The Smart Travelers need a basecamp to complete their mission. They're price-conscious yet looking for the best value out of their stay. Aged 35-54, mainly domestic guests.

**AVERAGE AGE
35 TO 54**

**54%
MALE**

**46%
FEMALE**

**40%
HAVE
CHILDREN**

**55%
TRAVEL
BUSINESS**

**45%
TRAVEL
LEISURE**

THE SMART TRAVELLER UNIVERSAL TRUTHS

- **Mission Focused** and on the move
- Want to stay **in control** of their travel
- **Need a basecamp** from which to complete their mission
- Are **value conscious** and **value driven**.
- Everything needed for a great stay should be **within arms' reach** – whether on business or leisure

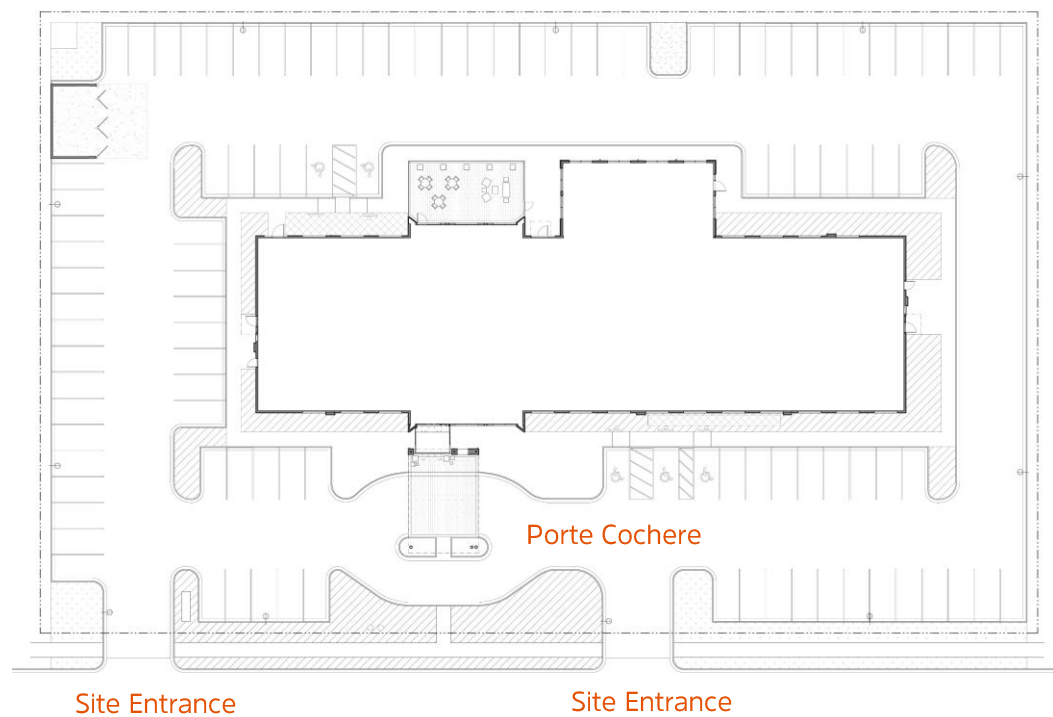


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SMART,
SIMPLE
TRAVEL



- Suitable for new build, conversion and adaptive reuse.
- Optimized & smartly designed guest rooms to cater for all needs - standard, family, urban and suites
- Modern & efficient public space design minimizing payroll costs
- Efficient build and operating costs



PROTOTYPE SITE PLAN DETAILS

Acreage	1.69 acres
Gross building area	57,914 net sf
Number of floors	4
Total room count	104
Gross building area per key	557 net sf
Parking spaces	104

GUEST ROOMS

PUBLIC SPACE - FIRST FLOOR

34,256 net sf	6,650 net sf
Blackout shades	Open check-in
Integrated charging in nightstand	Market adjacent to check-in
Refreshment Zone	Business center integrated with lobby
GUEST BATHROOM	Enclosed breakfast bar
Power shower featuring brand hallmark shower head	Fitness center
Shower stalls and tubs	Flex meeting space
Lit Mirror	Lobby and great room seating
Bulk bathroom amenities	Indoor or outdoor pool
	Outdoor patio (optional)
	BACK-OF-HOUSE - FIRST FLOOR
	2,828 net sf

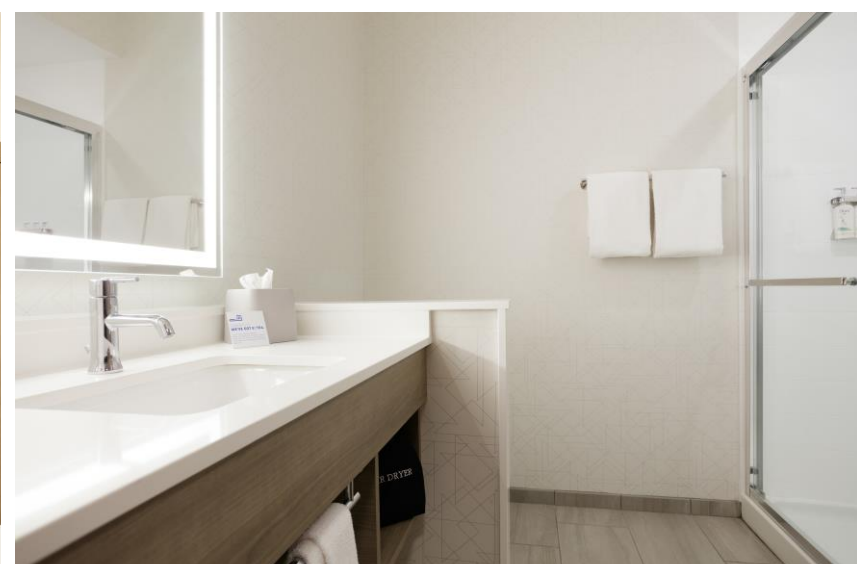
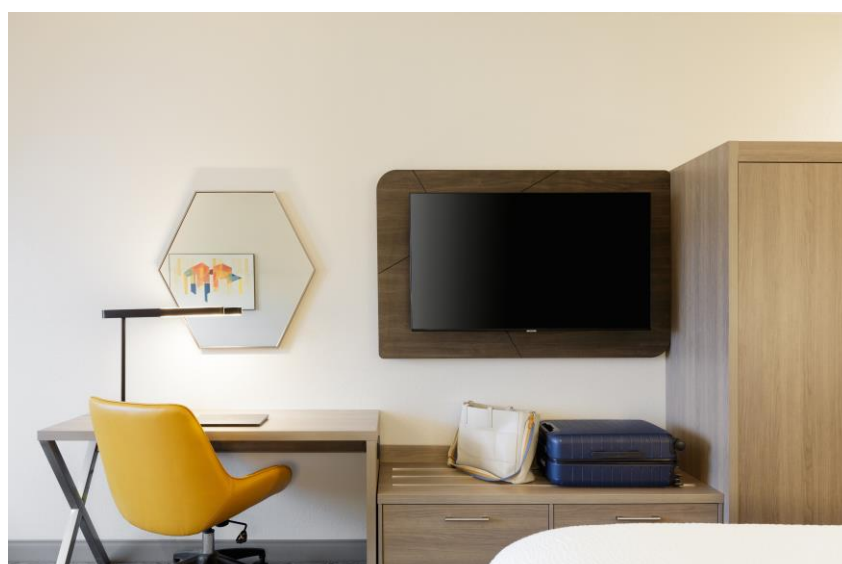
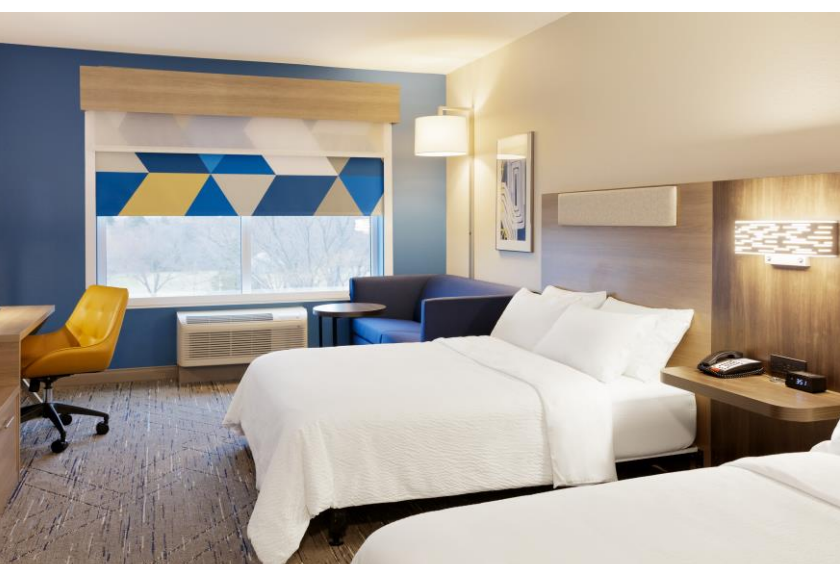
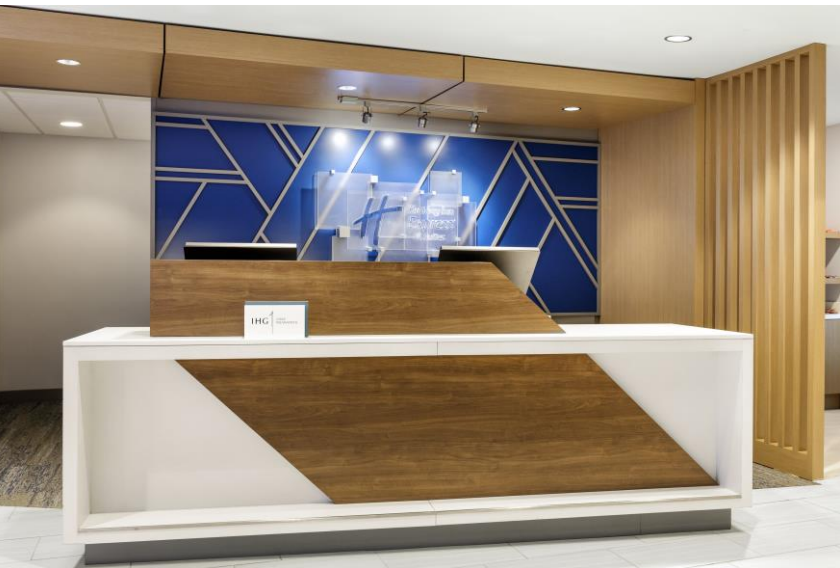


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PURPOSEFUL CONTEMPORARY DESIGN



IHG® unveiled a new design solution for the Holiday Inn Express® brand in 2014. Since then, Formula Blue™ has been refreshed to continue delivering against the brand's commitment to meeting guests' changing needs and drive value for owners. The Formula Blue™ 2.0 design embodies an appealing combination of fresh, dynamic, and focused design features that contribute to an efficient and engaging environment, creating a distinctive style that is evident at every touch point of the Holiday Inn Express experience.



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Please refer to the Holiday Inn Express Disclosure Document for additional information and full development details.

Find out more on how we create winning strategies driving high quality growth for your hotel:

www.development.ihg.com

IHG[®] HOTELS & RESORTS



SIX SENSES

REGENT



INTERCONTINENTAL
HOTELS & RESORTS

VIGNETTE
COLLECTION

KIMPTON
HOTELS & RESTAURANTS

HOTEL
INDIGO

VOCO



HUALUXE
HOTELS AND RESORTS
華邑酒店及度假村

CROWNE PLAZA



IBEROSTAR
BEACHFRONT RESORTS

EVEN



Holiday Inn
Express



Holiday Inn

Garner

avid

ATWELL
SUITES

STAYBRIDGE
SUITES



Holiday Inn
Club
Vacations

CANDLEWOOD
SUITES

IHG ONE REWARDS